

CONTRACT



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

| | | |
|---|---|--|
| <u>Contract / Revision</u> 565180 / | | <u>Alt Order #</u> 09780470 |
| <u>Product</u> COORS - CO7 | | |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Estimate #</u> 2736 | |
| <u>Advertiser</u> Coors/R/Congress | | <u>Original Date / Revision</u> 07/31/12 / 09/29/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KDVR | <u>Account Executive</u> Alexandra Bradley | <u>Sales Office</u> Washington DC |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| | | <u>Total Ratings</u> 53.90 |
| <u>IDB#</u> | <u>Advertiser Code</u> 228 | <u>Product Code</u> 410 |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Totals Spots Amount | |
|-------|----|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|---------------|------|------------------------|----------|
| N 1 | 31 | 10/23/12 | 10/23/12 | M-F 530-6a Good Day | 530-6a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$300.00 | 1.10 | | | |
| N 2 | 31 | 10/24/12 | 10/24/12 | M-F 530-6a Good Day | 530-6a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$300.00 | 1.10 | | | |
| N 3 | 31 | 10/25/12 | 10/25/12 | M-F 530-6a Good Day | 530-6a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$300.00 | 1.10 | | | |
| N 4 | 31 | 10/26/12 | 10/26/12 | M-F 530-6a Good Day | 530-6a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$300.00 | 1.10 | | | |
| N 5 | 31 | 10/29/12 | 10/29/12 | M-F 530-6a Good Day | 530-6a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$300.00 | 1.10 | | | |
| N 6 | 31 | 10/23/12 | 10/23/12 | Good Day Colorado | 6a-7a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$300.00 | 1.20 | | | |
| N 7 | 31 | 10/24/12 | 10/24/12 | Good Day Colorado | 6a-7a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$300.00 | 1.20 | | | |
| N 8 | 31 | 10/25/12 | 10/25/12 | Good Day Colorado | 6a-7a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$300.00 | 1.20 | | | |
| N 9 | 31 | 10/26/12 | 10/26/12 | Good Day Colorado | 6a-7a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$300.00 | 1.20 | | | |
| D 10 | 31 | 10/29/12 | 10/29/12 | Good Day Colorado | 6a-7a | | :30 | | | | NM | 0 | \$0.00 |
| N 11 | 31 | 10/23/12 | 10/23/12 | Good Day Colorado | 7a-8a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$300.00 | 0.80 | | | |
| N 12 | 31 | 10/24/12 | 10/24/12 | Good Day Colorado | 7a-8a | | :30 | | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract / Revision</u> 565180 / | | <u>Alt Order #</u> 09780470 |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> COORS - CO7 | <u>Estimate #</u> 2736 |
| <u>Advertiser</u> Coors/R/Congress | | <u>Original Date / Revision</u> 07/31/12 / 09/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | |
|---------------------|----|-------------------|-----------------|----------------------|----------------------|-----------------------|-----------------|-------------------|-----------------------|---------------|-------------|-------|------------|--|
| | | | | | | | | | | | | | Totals | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$300.00 | 0.80 | | | | |
| N 13 | 31 | 10/25/12 | 10/25/12 | Good Day Colorado | 7a-8a | | :30 | | | | NM | 1 | \$300.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$300.00 | 0.80 | | | | |
| N 14 | 31 | 10/26/12 | 10/26/12 | Good Day Colorado | 7a-8a | | :30 | | | | NM | 1 | \$300.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | 1 | \$300.00 | 0.80 | | | | |
| N 15 | 31 | 10/29/12 | 10/29/12 | Good Day Colorado | 7a-8a | | :30 | | | | NM | 2 | \$600.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 2 | \$300.00 | 0.80 | | | | |
| N 16 | 31 | 10/28/12 | 10/28/12 | FOX News Sunday | 9a-10a | | :30 | | | | NM | 1 | \$150.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$150.00 | 0.50 | | | | |
| N 17 | 31 | 10/24/12 | 10/24/12 | M-F 530p-6p Fox 31 N | 530p-6p | | :30 | | | | NM | 0 | \$0.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$450.00 | 1.00 | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 1 | 31 | 10/22/12-10/28/12 | M-F 530p-6p Fox 31 N | 530p-6p | ---W----- | :30 | \$450.00 | 1.00 | NM | | | |
| Credited | | | | | | | | | | | | | | |
| N 18 | 31 | 10/29/12 | 10/29/12 | M-F 530p-6p Fox 31 N | 530p-6p | | :30 | | | | NM | 1 | \$450.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$450.00 | 1.00 | | | | |
| D 19 | 31 | 10/27/12 | 10/27/12 | News Sa 530-6p | 530p-6p | | :30 | | | | NM | 0 | \$0.00 | |
| N 20 | 31 | 10/28/12 | 10/28/12 | News Sunday 5p-530p | 5p-530p | | :30 | | | | NM | 0 | \$0.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$325.00 | 1.40 | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 1 | 31 | 10/22/12-10/28/12 | News Sunday 5p-530p | 5p-530p | -----Su | :30 | \$325.00 | 1.40 | NM | | | |
| Credited | | | | | | | | | | | | | | |
| N 21 | 31 | 10/28/12 | 10/28/12 | News Su 530-6p | 530p-6p | | :30 | | | | NM | 0 | \$0.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$325.00 | 1.10 | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 1 | 31 | 10/22/12-10/28/12 | News Su 530-6p | 530p-6p | -----Su | :30 | \$325.00 | 1.10 | NM | | | |
| Credited | | | | | | | | | | | | | | |
| N 22 | 31 | 10/24/12 | 10/24/12 | World Series on FOX | 5p-CC | | :30 | | | | NM | 1 | \$5,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | 1 | \$5,000.00 | 6.50 | | | | |
| N 23 | 31 | 10/25/12 | 10/25/12 | World Series on FOX | 5p-CC | | :30 | | | | NM | 1 | \$5,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$5,000.00 | 6.50 | | | | |
| N 24 | 31 | 10/28/12 | 10/28/12 | MLB Championship Ser | 2p-CC | | :30 | | | | NM | 1 | \$5,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$5,000.00 | 6.50 | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 1 | 31 | 10/22/12-10/28/12 | MLB Championship Ser | 2p-CC | -----Su | :30 | \$5,000.00 | 6.50 | NM | | | |
| See MG 24.2 | | | | | | | | | | | | | | |
| | | 2 | 31 | 10/22/12-10/28/12 | World Series on FOX | 5p-CC | -----Su | :30 | \$5,000.00 | 6.50 | NM | | | |
| Ⓜ MG for 24.1 10/28 | | | | | | | | | | | | | | |
| N 25 | 31 | 10/23/12 | 10/23/12 | M-F LN 9p-930p News | 9p-930p | | :30 | | | | NM | 1 | \$1,500.00 | |

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| <u>Contract / Revision</u> 565180 / | | <u>Alt Order #</u> 09780470 |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> COORS - CO7 | <u>Estimate #</u> 2736 |
| <u>Advertiser</u> Coors/R/Congress | | <u>Original Date / Revision</u> 07/31/12 / 09/29/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Totals SpotsAmount | |
|--------|----|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-----------------------|-------------|
| | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$1,500.00 | 3.00 | | | |
| N 26 | 31 | 10/25/12 | 10/25/12 | M-F LN 9p-930p News | 9p-930p | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$1,500.00 | 3.00 | | | |
| N 27 | 31 | 10/29/12 | 10/29/12 | M-F LN 9p-930p News | 9p-930p | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$1,500.00 | 3.00 | | | |
| N 28 | 31 | 10/27/12 | 10/27/12 | Sa LN 9p-930p | 9p-930p | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$500.00 | 2.30 | | | |
| N 29 | 31 | 10/27/12 | 10/27/12 | Sa LN 930p-10p | 930p-10p | | :30 | | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$400.00 | 1.80 | | | |
| N 30 | 31 | 10/28/12 | 10/28/12 | Su LN 9p-930p | 9p-930p | | :30 | | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$1,000.00 | 2.60 | | | |
| N 31 | 31 | 10/23/12 | 10/23/12 | TMZ | 1035p-1105p | | :30 | | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T----- | | | | 1 | \$250.00 | 0.70 | | | |
| N 32 | 31 | 10/25/12 | 10/25/12 | TMZ | 1035p-1105p | | :30 | | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | 1 | \$250.00 | 0.70 | | | |
| N 33 | 31 | 10/29/12 | 10/29/12 | TMZ | 1035p-1105p | | :30 | | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$250.00 | 0.70 | | | |
| N 34 | 31 | 10/27/12 | 10/27/12 | College Football on FOX | 1p-cc | | :30 | | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$1,200.00 | 0.00 | | | |
| Totals | | | | | | | | | | 53.90 | | 30 | \$28,450.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/01/12 - 10/28/12 | 24 | \$25,350.00 | \$21,547.50 |
| 10/29/12 - 10/29/12 | 6 | \$3,100.00 | \$2,635.00 |
| Totals | 30 | \$28,450.00 | \$24,182.50 |

Signature: _____ **Date:** _____

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